This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1 (currently amended): A computer implemented method of providing a user with an assessment of ~~subjective beauty and desirability of~~ a gem stone, the method including the steps of:

a computer receiving a plurality of objective parameter values from the user relating to measured physical proportions of the gem stone;

the computer determining values for a plurality of attributes of the gem stone contributing to visual appeal, ~~each of said attribute values being derived from a combination of at least three of the received objective parameter values, the derivation being based upon predetermined consumer preferences;~~ wherein each said attribute value is determined by:

selecting at least three of the received objective parameter values; and

using the selected objective parameter values in combination to determine the said attribute value on the basis of predetermined consumer preferences which have been established taking into account the effect, upon the corresponding attribute contributing to visual appeal, of an inter-relationship amongst all of the selected objective parameter values;

the computer establishing a rating value of the gem stone based upon said values of attributes contributing to visual appeal; and

the computer providing an assessment of the ~~subjective~~ beauty and desirability of the gem stone ~~to the user~~ relative to said predetermined consumer preferences based upon said rating value and/or said values of attributes contributing to visual appeal.

Claim 2 (previously presented): Method of claim 1 wherein the objective parameter values at least include a depth percentage, table percentage, crown angle or percentage, pavilion angle or percentage, culet percentage and girdle thickness.

Claim 3 (previously presented): Method of claim 1 wherein the attributes contributing to visual appeal include one or more of brilliance, fire, scintillation and diameter spread.

Claim 4 (previously presented): Method of claim 1 wherein the step of establishing a rating value includes applying an adjustment to one or more of the values of attributes contributing to visual appeal and/or the rating value in accordance with one or more of the following:

    (i)   vertical spread;

    (ii)   table size;

    (iii)   girdle thickness;

    (iv)   culet size;

    (v)   half facets;

    (vi)   symmetry;

    (vii)   polish.

Claim 5 (cancelled)

Claim 6 (previously presented): Method of claim 1 wherein the gem stone assessment includes a description of the visual appearance of the gem stone based upon the determined values of attributes contributing to visual appeal and/or the established rating value.

Claim 7 (previously presented): Method according to claim 1 wherein the gem stone is a diamond.

Claim 8 (currently amended): Computer program product including a computer usable medium having computer readable program code embodied on said medium for providing a user with an assessment of ~~subjective beauty and desirability of~~ a gem stone, said computer program product further including computer readable code within said computer usable medium for:

receiving a plurality of objective parameter values from the user relating to measured physical proportions of the gem stone;

determining values for a plurality of attributes of the gem stone contributing to visual appeal, ~~each of said attribute values being derived from a combination of~~ , wherein each said attribute value is determined by:

selecting at least three of the received ~~objective~~ parameter values, ~~the derivation being based upon predetermined consumer preferences;~~ and

using the selected objective parameter values in combination to determine the said attribute value on the basis of predetermined consumer preferences with have been established taking into account the effect, upon the corresponding attribute contributing to visual appeal, of an inter-relationship amongst all of the selected objective parameter values;

establishing a rating value of the gem stone based upon said values of attributes contributing to visual appeal; and

providing an assessment of the subjective beauty and desirability of the gem stone ~~to the user~~ relative to said predetermined consumer preferences based upon said rating value and/or said values of attributes contributing to visual appeal.

Claim 9 (previously presented): Computer program product of claim 8 wherein the objective parameter values at least include a depth percentage, table percentage, crown angle or percentage, pavilion angle or percentage, culet percentage and girdle thickness.

Claim 10 (previously presented): Computer program product of claim 8 wherein the attributes contributing to visual appeal include one or more of brilliance, fire, scintillation and diameter spread.

Claim 11 (previously presented): Computer program product of claim 8 including computer readable code within said computer usable medium for applying an adjustment to one or more of the values of attributes contributing to visual appeal and/or the rating value in accordance with one or more of the following:

    (i)   vertical spread;

    (ii)   table size;

    (iii)   girdle thickness;

    (iv)   culet size;

    (v)   half facets;

    (vi)   symmetry;

    (vii)   polish.

Claim 12 (cancelled)

Claim 13 (previously presented): Computer program product of claim 8 including computer readable code within said computer usable medium for providing the user with a description of the visual appearance of the gem stone based upon the determined values of the attributes contributing to visual appeal and/or the established rating value.

Claim 14 (previously presented): Computer program product according to claim 8 wherein the gem stone is a diamond.

Claims 15 - 20 (cancelled)

Claim 21 (currently amended): Method of claim 1 wherein the step of determining includes retrieving said values of attributes contributing to visual appeal from one or more lookup tables indexed by ~~said combination of~~ the selected at least three objective parameter values.

Claim 22 (previously presented): Method of claim 21 wherein entries in the lookup tables are predetermined values computed using a computer software program for performing virtual diamond analysis.

Claim 23 (previously presented): Method of claim 21 wherein entries in the lookup tables are predetermined values obtained by analyzing actual diamonds.

Claim 24 (previously presented): Method of claim 1 wherein the step of determining includes computing said values of attributes contributing to visual appeal from a virtual model of a diamond corresponding with the received objective parameter values using a computer software program for performing virtual diamond analysis.

Claim 25 (previously presented): Method of claim 1 wherein the rating value is established by summing the values of attributes contributing to visual appeal.

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Claim 26 (previously presented): Method of claim 1 wherein the gem stone assessment includes a numerical value corresponding with the rating value.

Claim 27 (previously presented): Method of claim 1 wherein said objective parameter values are received electronically over a telecommunications network link.

Claim 28 (previously presented): Method of claim 27 wherein the telecommunications network is the internet.

Claim 29 (currently amended): Computer program product of claim 8 including one or more lookup tables of values of attributes contributing to visual appeal embodied on said computer usable medium, and wherein the computer program product further includes computer readable code within said computer usable medium for, in the step of determining, indexing said lookup tables using said combination of at least three objective parameter values to retrieve the derived values of attributes contributing to visual appeal.

Claim 30 (previously presented): Computer program product of claim 29 wherein entries in the lookup tables are predetermined values computed using a computer software program for performing virtual diamond analysis.

Claim 31 (previously presented): Computer program product of claim 29 wherein entries in the lookup tables are predetermined values obtained by analyzing actual diamonds.

Claim 32 (previously presented): Computer program product of claim 8 including computer readable code within said computer usable medium for, in the step of determining, performing a virtual diamond analysis to compute said values of attributes contributing to visual appeal from a virtual model of a diamond corresponding with the received objective parameter values.

Claim 33 (previously presented): Computer program product of claim 8 including computer readable code within said computer usable medium for establishing said rating value by summing the values of attributes contributing to visual appeal.

Claim 34 (currently amended): A system for providing a user with an assessment of subjective beauty and desirability of a gem stone, the system including:

input means for receiving a plurality of objective parameter values from the user relating to measured physical proportions of the gem stone;

means for determining values for a plurality of attributes of the gem stone contributing to visual appeal, ~~each of said attribute values being derived from a combination of at least three of the received objective parameter values, the derivation being based upon predetermined consumer preferences;~~ the determining means being configured to determine each said attribute value by

selecting at least three of the received objective parameter values; and

using the selected objective parameter values in combination to determine the said attribute value on the basis of predetermined consumer preferences which have been established taking into account the effect, upon the corresponding attribute contributing to visual appeal, of an inter-relationship amongst all of the selected objective parameter values;

means for establishing a rating value of the gem stone based upon said values of attributes contributing to visual appeal; and

output means for providing to the user an assessment of the ~~subjective~~ beauty and desirability of the gem stone ~~to the user~~ relative to said predetermined consumer preferences based upon said computed rating value and/or said values of attributes contributing to visual appeal.

Claim 35 (previously presented): System of claim 34 wherein the input means comprises a computer input device for the user to enter said plurality of objective parameter values, and the output means comprises a computer display device for displaying the gem stone assessment to the user.

Claim 36 (previously presented): System of claim 34 wherein the input means and output means include means for receiving the objective parameter values from the user and for transmitting the gem stone assessment to the user over the internet.

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Claim 37 (previously presented): System of claim 34 wherein the input means includes an interface with a diamond proportion measuring device for receiving proportional parameters of a diamond measured by said measuring device.

Claim 38(previously presented): Method of claim 1 wherein establishing the rating value includes applying a corresponding numerical weighting to each of said values of attributes contributing to visual appeal, and summing the weighted attribute values.

Claim 39 (currently amended): A computer implemented method of providing a user with an assessment of ~~subjective beauty and desirability of~~ a gem stone, the method including the steps of:

a computer receiving at least three objective parameter values relating to measured physical proportions of the gem stone, said values selected from the group consisting of depth percentage , table percentage, crown angle, crown percentage, pavilion angle, pavilion percentage, culet percentage and girdle thickness, said at least three values received from the user;

the computer determining values for a plurality of attributes of the gem stone contributing to visual appeal, ~~each of said attribute values being derived from a combination of said at least three of the received objective parameter values, the derivation being based upon predetermined consumer preferences;~~ wherein each said attribute value is determined by:

selecting at least three of the received objective parameter values; and

using the selected objective parameter values in combination to determine the said attribute value on the basis of predetermined consumer preferences which have been established taking into account the effect, upon the corresponding attribute contributing to visual appeal, of an inter-relationship amongst all of the selected objective parameter values;

the computer establishing a rating value of the gem stone based upon said values of attributes contributing to visual appeal; and

the computer providing an assessment of the ~~subjective~~ beauty and desirability of the gem stone ~~to the user~~ relative to said predetermined consumer preferences based upon said rating value and/or said values of attributes contributing to visual appeal.

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